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U. S. Department of Agriculture.



DISCOVERY



SAGAMORE

Carnations
fine New England Stock
GROWN BY

The **WM. SIM CARNATION CO. INC.**
SAUGUS, MASSACHUSETTS

Foreword

NO VARIETY ever introduced has been grown successfully by everyone who has tried it. One grower will handle with great success a certain variety while his neighbor can seem to do nothing with it. Different climatic and soil conditions and different cultural methods influence greatly the results.

All of the varieties which we list in this booklet have not met with equal success by everyone who has grown them. Each has those who swear by it and many who swear at it. This is true of every variety in existence today. However, every variety listed here has been successfully grown by enough growers for us to feel justified in offering it to you.

We cannot, of course, guarantee results, but we can and do guarantee that the stock you receive from us will be carefully selected, in first class condition, expertly packed and satisfactory in every way. Every cutting which leaves our greenhouses will be a good strong heel cutting. No top or leggy cuttings which are likely to produce poor flowers. No hard cuttings taken from the bases of the plants and which are slow and subject to disease. These cuttings are rooted cool and slow in clean, government inspected sand. We positively guarantee to replace without hesitation any cuttings received from us which are not well-formed heel cuttings of good size, well-rooted and healthy.

NEW VARIETIES

ANTARCTIC

A very large white seedling, often growing four inches or more across. A remarkable producer for a variety with such large blooms, yielding as many flowers per plant as most varieties with smaller blooms. These blooms keep and ship to perfection. The stem is long and is strong enough to adequately support the large bloom. The calyx almost never splits, although the flower is very full centered. The plants are bushy and free and the variety is easy to grow and propagate. The blooms are of show quality, and will command premium prices over most of the season. ANTARCTIC was awarded a bronze medal by the Massachusetts Horticultural Society in November at a time when most varieties are still of rather poor quality.

\$15.00 per 100

\$125.00 per 1000

DISCOVERY

(See color plate)

A seedling of reddish purple with edges fading to Tyrean pink and having a velvet sheen. This is one of the most unusual and attractive novelties offered in carnations, and is in a color class by itself. DISCOVERY has attracted a great deal of attention and has become very popular with the better class of retail florists. It makes up beautifully in floral work of any kind. The plants are clean and free, production is high, the stem is long and strong, the calyx is firm, and it is an easy variety to propagate. The flowers are 2½ to 3 inches across. DISCOVERY will attract more attention than any other variety in your greenhouse.

\$12.50 per 100

\$100.00 per 1000

SAGAMORE

(See color plate)

A bright orange seedling having petals tipped with red. We believe we are right in saying that there is no variety offered today of this same shade. Its charming color blends beautifully in floral arrangements, and its popularity has been limited only by our inability to meet the demand. SAGAMORE is a well-formed flower about 3 inches across and has fringed petals. It is carried on a long stiff stem, and has a firm calyx which never splits. The blooms are of uniform high quality throughout the season. Production is high, the plants are large, but not grassy, and the growth is clean and vigorous. Cuttings are plentiful, and are easily rooted and grown.

\$12.50 per 100

\$100.00 per 1000

DARK PINK VARIETIES

DICHLING. Cherry cerise English variety. This is a rich shade of deep pink. Flowers are deep rounded and of large size. Plants are bushy and free, stems are long and the blooms are fine keepers. Our supply of this variety is limited.

\$10.00 per 100 \$90.00 per 1000

MY LOVE. Flowers are deep, or cerise pink and are 3" to 3½" across. This variety hardly needs description, but we wish once more to call attention to its remarkable keeping and shipping qualities. It is one of the most valuable introductions in recent years.

\$6.00 per 100 \$50.00 per 1000

BOSTON WARD. Blooms are a little lighter shade than My Love. This is a well known variety, much superior to its parent, Mrs. C. W. Ward.

\$5.00 per 100 \$45.00 per 1000

RED VARIETIES

ROBERT ALLWOOD. An English variety of vivid scarlet. Immense 4" flowers of excellent form and keeping quality. Plants are very large, production is good and stems are strong and straight when proper cultural methods are used. Its originators claim it is the finest carnation of all time.

\$8.00 per 100 \$75.00 per 1000

SPECTRUM SUPREME. One of the heaviest producing of the red varieties, and, at present, probably the most important commercial red.

\$6.00 per 100 \$50.00 per 1000

SCARLET MONARCH. Blooms are larger than those of Spectrum, the stem is much stronger, and less splitting occurs. This has been by far our highest quality red carnation. Production is not as high as with Spectrum, but superior flowers will do much to offset this difference. Keeps and ships perfectly.

\$7.00 per 100 \$60.00 per 1000

E. H. WILSON. Flowers are light scarlet and are about 3½" across. They are of good quality and are produced in abundance. Blooms keep and ship well. The stems are long and fairly stiff.

\$6.00 per 100 \$50.00 per 1000

CRIMSON VARIETIES

WOBURN. This is the finest variety in its color class today. It is the carnation made stylish and popular by the Prince of Wales and the movie stars. Consequently it commands premium prices in the large cities. You will cut close to 100 per cent first quality blooms from WOBURN. The variety is a little slow in starting, but premium prices more than compensate for this delay.

\$7.00 per 100 \$60.00 per 1000

JOHNSON'S CRIMSON. The blooms are of the same shade as Woburn but are not as large. The plants are larger and production is much higher. It is a splendid, vigorous grower and propagates easier than does Woburn.

\$6.00 per 100 \$50.00 per 1000

WHITE VARIETIES

WHITE MY LOVE. A pure white sport of My Love which has met with tremendous success. Produces more blooms than My Love, but otherwise has the same characteristics as its parent. The demand for this variety was so great last season that we were sold out of stock by the end of January. We will be short of stock this season, also.

\$12.50 per 100 \$100.00 per 1000

OCEAN SPRAY. Large flowers of very fine quality borne on exceptionally strong, straight stems and with calyces which never split. The blooms are of show quality and are excellent shippers and keepers. The plants are very erect and may be planted as close as 6" x 6" without sacrificing quality.

\$6.00 per 100 \$50.00 per 1000

PATRICIAN. Large flowers carried on long stems. Plants are vigorous, bushy and free. Flowers are 3½" across and ship and keep well. This variety has met with great favor and has been used extensively in flower shows.

\$5.00 per 100 \$45.00 per 1000

RICE'S IMPROVED MATCHLESS. Clean, vigorous plants producing an abundance of well-formed, medium sized blooms. A good winter bloomer. It is likely to come flaked during the winter months, but this coloring seems to make the blooms more popular. It very seldom splits, has medium length stem, and keeps and ships well.

\$5.00 per 100 \$45.00 per 1000

IVORY. This old favorite needs no description. It is one of the heaviest producing varieties in commerce. Regardless of how many fine white varieties you grow, at least a part of your white should be IVORY for it is still one of the most valuable commercial varieties.

\$4.50 per 100 \$35.00 per 1000

YELLOW VARIETIES

MAINE SUNSHINE. This is the best of the clear yellow varieties of any commercial importance today. Flowers are medium size and are borne on long stems. The variety produces well and the flowers keep and ship splendidly.

\$6.00 per 100 \$50.00 per 1000

YELLOW VARIEGATED VARIETIES

GOLDEN WONDER. Blooms are sulphur yellow with deep pink variegations, and we consider it one of the best varieties in its color class. Blooms are large and full and of good quality. The plants are bushy and free, producing a minimum of splits. The flowers are good keepers and ship well.

\$6.00 per 100 \$50.00 per 1000

BONANZA. Blooms are deep, rich yellow with red variegations. This is an exceedingly pleasing shade. The variety is a heavy producer and has yielded us a profitable crop for four years. The stem is strong, the calyx is firm and the blooms are of consistent good quality.

\$5.00 per 100 \$45.00 per 1000

LIGHT PINK VARIETIES

AIDA. We are more certain than ever that this light salmon pink seedling is the best in its color class for commercial growers today. Flowers are large and full and are borne on very straight strong stems, very seldom split their calyces, do not bleach out, and keep and ship well. Plants are large and produce an abundance of fine blooms which will bring premium prices during much of the season. AIDA was awarded a silver medal by the Massachusetts Horticultural Society early in November at a time when very few varieties could qualify for such an honor. It has also won numerous other awards and prizes.

\$12.50 per 100

\$100.00 per 1000

VIRGINIA. Medium sized blooms of bright Enchantress pink and possessing remarkable keeping and shipping qualities. Plants are unusually clean and vigorous, and the stems are very strong. Produces steadily throughout the season. Its color and keeping qualities make VIRGINIA one of the most popular varieties with the retailers, and its popularity with growers has been astounding. Every carnation grower should certainly try VIRGINIA.

\$7.00 per 100

\$60.00 per 1000

PETER FISHER. An exquisite shade of lively rose pink. A seedling from Ivory and a sport of Sophelia. The bloom has the appearance of a pink Ivory, but the stem is much stronger and the foliage heavier. Like Ivory, it is a heavy producer, clean and vigorous, and the blooms are excellent keepers. The calyx does not split. It is a truly great money maker.

\$7.00 per 100

\$60.00 per 1000

ATLANTIS. Flowers are hermesa or rose pink of a shade similar to that of Peter Fisher. The flowers are a little larger and the stem a little stronger. It blooms early and continuously, and has been very popular with the retailers. Although we introduced this variety only last season, we have dropped the price in order to compete with Virginia and Peter Fisher, all of which are in a similar color class.

\$7.00 per 100

\$60.00 per 1000

MINA BRENNER. A flesh pink sport of Boston Ward. Medium sized blooms, fine stems and splendid shipping and keeping qualities. It is a heavy producer, the plants being bushy and free. This is not a show flower, but it is truly a valuable commercial carnation. It has the same characteristics as Ward.

\$5.00 per 100

\$45.00 per 1000

WHITE VARIEGATED VARIETIES

VARIEGATED MY LOVE. Pure white with vivid red pencilings. A variety having the same characteristics as My Love, of which it is a sport. Flowers are of the same size and form as My Love, production is high and the keeping quality is excellent. We have grown this variety for several seasons, but have never before disseminated it.

\$8.00 per 100

\$75.00 per 1000

QUARANTINES

We are rated by the U. S. Department of Agriculture as a CLASS 1 establishment, free of Japanese Beetles and authorized to issue certificates guaranteeing the condition of the stock we sell. If you are a classified grower within the quarantine area, you will require such certificates. These will be issued **ONLY WHEN YOU REQUEST THEM AT THE TIME OF PLACING YOUR ORDER.** We are not allowed to issue them after shipment has been made, and we cannot issue them unless you request them. Shipments outside of the quarantine area automatically carry certificates, and no request for them need be made. Being a CLASS 1 establishment, we are not required to wash the soil from the roots of the plants nor treat them chemically in any way. Thus you are assured of securing clean stock in the best possible condition.

On our Saugus range we have 15 greenhouses devoted to the breeding and production of fine carnations. We endeavor to grow all of the best of the new varieties which are not patented, and we are constantly working to develop new varieties of our own. We devote one entire house, containing about 24,000 plants, to the breeding and testing of our own seedlings. In this house we test annually about 500 new varieties, and from these we select from one to four varieties annually for dissemination. Amongst the outstanding seedlings which will be disseminated shortly are the following:

MAYTIME—a gorgeous light pink and one of the finest carnations we have ever produced.

ANITA—a beautiful deep pink which we believe will replace existing varieties in this color class.

PARAGON—another beautiful deep pink superior to most of the present varieties and second only to Anita.

SEEDLING No. 2000—a splendid vivid scarlet which appears to hold great commercial value.

SEEDLING No. 444—another vivid scarlet which seems destined to surpass any present day red.

And several others in red, white, light pink and variegated colors. We cordially invite you to inspect these seedlings at our greenhouses.

ORDER SHEET *for* CARNATION PLANTS

THE WM. SIM CARNATION CO., INC.

SAUGUS, MASSACHUSETTS

Date _____

SHIP TO _____

STREET _____

CITY AND STATE _____

DATE TO SHIP _____ SHIP BY _____

Cash with Order_____C.O.D._____30 Days_____

MAKE ALL CHECKS PAYABLE TO WM. SIM CARNATION CO., INC.

PURCHASER WILL NOT WRITE HERE

Rec'd by _____

Date Rec'd _____

Packed by _____

Date Shipped_____

Shipped by_____

Charges _____

Checked by _____

Invoice No. _____

"A" Cert. _____

"B" Cert. _____

QUANTITY	VARIETIES	AMOUNT	
	TOTAL		

Signed : _____

PERSON AUTHORIZING PURCHASE

Note: Deduct 5 per cent. if cash accompanies order.

Shipments sent C.O.D. are also subject to a discount of 5 per cent.

Regarding Sagamore

The color plate on the cover of our catalog does not reproduce accurately the natural colors of the variety SAGAMORE. The artist found the colors of this lovely carnation very difficult to match. The true color is a vivid, lively, deep orange while the tips of the fringed petals are bright red. This is a most attractive combination wholly unlike any other yellow or orange variegated carnation offered today.

Regarding Discovery

The colors of DISCOVERY are accurately reproduced in the color plate on the cover of our catalog, but the artist was unable to reproduce the velvet sheen found on the flower itself and which greatly enhances the beauty of this unusual novelty.

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Due to the fact that we already have numerous orders on hand and that our supply is limited, we will be short this season on the following varieties: Dichling, Bonanza, White My Love, and Patrician.

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No varieties listed by us are patented.

FROM



THE WM. SIM CARNATION CO., INC.

47 MORTON AVENUE

SAUGUS, MASS.

TERMS

PRICES in this booklet are for the trade only. Prices to private estates and others outside the trade will be 20 per cent additional.

SMALL ORDERS are welcomed, but prices on all orders for fewer than 50 cuttings will be 20 per cent above prices listed in this booklet.

TWO HUNDRED FIFTY CUTTINGS, or more, are billed at the 1000 rate. This quantity does not have to be of one variety only, provided that not fewer than 50 of any one variety are ordered. If fewer than 50 of any one variety are ordered, the 100 rate prevails.

SPECIAL RATES. On all orders of 2000 cuttings, 10 per cent may be deducted from the list price. Write for special rates on orders for more than 2500 cuttings.

DISCOUNTS. We allow a 5 per cent discount if cash accompanies the order or if the order is shipped C.O.D. A discount of 2 per cent is allowed if payment is made within 10 days of the date of shipment.

PAYMENTS must be made on or before the 20th of the month following the date of shipment unless previous arrangement has been made in writing with us.

CLAIMS must be made in writing to us within 24 hours after the receipt of the shipment. This is only in case of inferior stock, poorly rooted stock or diseased stock. We are not responsible for damage to stock in transit. Claim should be brought against the transportation company if stock is damaged in transit. No claims will be entertained by us for any reason whatever unless we have been advised within 24 hours after purchaser has received stock.

SHIPMENTS will be made by Railway Express unless otherwise instructed. In the majority of cases, this is the most satisfactory method of shipping.

NOTICES will be promptly mailed you upon receipt of your order if we are unable to make shipment immediately. If we can fill your order within one week of its receipt, no acknowledgment will be sent. Invoices are mailed the same day that shipment is made, therefore no additional notice is necessary.

FOREIGN ORDERS must be accompanied by cash with allowance for carriage charges and full instructions as regards shipping. If special permits are necessary these should be secured and forwarded to us with the order. We have shipped plants successfully to all parts of the world, but very often delays and expense may be avoided by a word of advice from a purchaser regarding customs requirements, best routes, etc.

IMPORTANT. Address all correspondence, send orders and make checks payable to THE WM. SIM CARNATION CO., INC., Saugus, Mass.

VARIETIES not listed in this booklet will not be sold by us. For other varieties, consult your plant broker.

WHEN ORDERING please use the order blank and envelope which we have enclosed for your convenience.

THE WM. SIM CARNATION CO., Inc.
SAUGUS, MASSACHUSETTS